

Attachment A

Technical Requirements

Request for Proposal Number 6028 Z1

Bidder Name: _____

For the following six (6) technical requirements, provide a bidder response explaining how each requirement will be met. Include frequency of each requirement in the bidder response. Explain the overall process, research methodology, planning, creative development, requirement implementation and evaluation of each item. If a “reimbursement or a commission rate” cost is associated with the requirement, please include in the narrative response.

The fulfillment of the RFP requirements listed below will be at the direction of the Nebraska Corn Board. A completed form must be submitted with the proposal response.

1	<p>CornsTalk NEWSLETTER</p> <p>The Nebraska Corn Board publishes its CornsTalk newsletter three times per year. The publication is a tabloid-sized piece distributed through the state’s weekly and daily newspapers, as well as through the Midlands Business Journal and Lincoln Business Journal. Two of the editions are 8 pages, while the third is 12- to 16-pages. The larger edition is also distributed as an insert in Nebraska Farmer magazine in February.</p> <p>The Contractor proposal should not include printing, shipping and insertion costs as these will be outside of the Contractor budget and will be billed directly to and paid to the vendor by NCB. The Contractor proposal should include all services outlined below as well as anticipated costs for photography (stock and/or on-location) and graphics development.</p> <p>The Contractor will be responsible for the following:</p> <ol style="list-style-type: none"> a. Working with NCB the identify the theme, topics and schedule for each issue; b. Conducting research, interviews and fact-finding; c. Creating the content and design for each edition; d. Sourcing photography and graphics as required; e. Soliciting at least three printing bids for each edition; f. Working with the selected printer to ensure timely delivery and accurate shipping; and, g. Working with the Nebraska Press Association, Nebraska Farmer, Midlands Business Journal, Lincoln Business Journal and other distribution outlets to coordinate schedules, insertion dates, shipping/insertion quantities, etc. <p>Bidder Response:</p>
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2	<p>MEDIA PLANNING AND PLACEMENT</p> <p>NCB periodically places media advertising in both Nebraska metro markets and rural markets to support a variety of activities including, but not limited to:</p> <ul style="list-style-type: none"> a. At-the-pump promotions for ethanol-blended fuels; b. Consumer education programs; c. Farmer education programs; and, d. Magazine advertising targeted to key audiences including livestock producers and consumers. <p>Depending on the market, the message and the budget, these media campaigns may include radio, newspaper, digital and/or television. Depending on the promotion, the Contractor may also be required to coordinate efforts with other stakeholder groups such as fuel retailers, the Nebraska Ethanol Board, the Nebraska Corn Growers Association, etc.</p> <p>The Contractor will strategically coordinate media buys to ensure the best placement (place, medium, and time slot) while securing the best rates available to help advance NCB's advertising and marketing goals.</p> <p>Bidder Response:</p>
3	<p>CREATIVE DEVELOPMENT, DESIGN AND PRODUCTION SERVICES</p> <p>The Nebraska Corn Board utilizes a wide range of tactics to achieve its marketing communications objectives. These tactics vary according to the overall messaging, target audience, budget and marketing environment. These tactics may include, but are not limited to:</p> <ul style="list-style-type: none"> a. Trade show banners and displays; b. Magazine/newspaper/miscellaneous print advertising; c. Brochures, handouts and other collateral materials; d. Online/digital assets (web banner ads, e-blasts, social media content, etc.); e. Transit; f. Television/Video/Online Video; and, g. Radio commercials. <p>Bidder Response:</p>

4	<p>WEBSITE UPDATES, MANAGEMENT AND MAINTENANCE</p> <p>NCB has launched an updated website (nebraskacorn.gov) in February 2019. NCB staff is primarily responsible for ensuring content is current on the site. The Contractor will be responsible for the following services related to this site:</p> <ul style="list-style-type: none"> a. Provide maintenance and support as required; b. Post content and graphics as requested by NCB; and, c. Make recommendations on upgrades, changes in functionality, etc. as appropriate. <p>Note that NCB also manages www.AmericanEthanolNE.org. The Contractor will be asked to assist with this site in a similar fashion as needed.</p> <p>Bidder Response:</p>
5	<p>VIDEO PRODUCTION</p> <p>NCB has in-house capability to shoot and edit video programs on a limited basis. However, there are certain projects that must be handled by a contractor due to the complexity of the project and/or deadlines.</p> <p>These may include, but are not limited to:</p> <ul style="list-style-type: none"> a. Educational videos; and, b. Television commercials. <p>Web-based videos to support promotions or other outreach initiatives.</p> <p>Bidder Response:</p>
6	<p>PROJECT PLANNING AND MANAGEMENT</p> <p>Project planning shall be a collaborative effort between NCB's communications, market development and research committees, board of directors, and the Contractor. Project management shall be the responsibility of the Contractor as well as management of all staff assigned to the project.</p> <p>The Contractor will coordinate specifically with the director of communications on staff with NCB. NCB will require the Contractor(s) to meet periodically with staff, board members or other stakeholders/partners to discuss marketing plans, promotional details, consumer campaigns and other issues related to the Contractors' work on behalf of the Nebraska Corn Board. Those meetings will take place most frequently in the Lincoln offices of NCB.</p>

The cost associated with the following project planning and management activities must be included in the hourly rate proposed for each of the business/technical requirements specified in the Attachment B Cost Proposal. This is considered a normal part of the services being contracted and shall be included in the proposed fixed prices per hour.

- a.** During active campaigns, the Contractor will be expected to regularly meet with NCB and/or submit a status/progress report as requested by NCB. It may include:
 - i.** Any metrics or results on current tactics;
 - ii.** Accomplishments/failures achieved during the reporting period;
 - iii.** Activities of the project completed;
 - iv.** Planned activities for the upcoming month;
 - v.** Projected completion dates for remaining tasks and activities;
 - vi.** Detailed status of current campaign budget;
 - vii.** Budget status report on current campaigns shall include expenditures for the month, detailed expenditures to date by project, and the remaining balance, as well as media planning status, media placed, media billed, and media yet to be billed along with any immediate change or deviation from the plan strategies as a result of industry opportunities for Nebraska; and,
 - viii.** Any other pertinent information.
- b.** The Contractor will provide a planning calendar that outlines the scope of any upcoming projects at least six (6) weeks in advance of deadlines.
- c.** On a quarterly basis, the Contractor shall report on advertising and marketing effectiveness, as well as pre- and post-campaign brand awareness assessment reports.
- d.** The Contractor shall be expected to participate in quarterly meetings at a time that works for both parties. At a minimum, the Contractor shall be required to travel to Lincoln, Nebraska, for such meeting (at the Contractor's expense) if not already located in Lincoln.
- e.** The Contractor will be required to bid and make buys for projects specs including, but not limited to: printing, postage, freight, television, radio, etc. Printing may be required to be done at the State of Nebraska's Print Shop. NCB will consult with State of Nebraska's Print Shop for capacity/compatibility. However, if the State of Nebraska's Print Shop does not have the capacity/capability to complete a specific print job, the Contractor will furnish printing solutions after consulting with NCB.
- f.** The Contractor shall be readily available during normal business hours, by telephone, email and in person, throughout the course of this contract.
- g.** The Contractor shall fulfill the earned media component of this contract, as appropriate, in accordance with generally accepted standards practiced in Nebraska broadcast and print newsrooms. In addition, written earned media work shall be prepared in Associated Press style, reflect the needs of the intended media audience, and contain appropriate state, national and global information as warranted.
- h.** The Contractor must have the financial capacity to contract and purchase media without advance payment by NCB. Media services will include advertising purchasing among many forms of media, sponsorships, social media, and other forms of paid messaging. Bidder must identify process for placing media and reporting balances in Attachment A, Technical Requirements, and identify commission rate for media placements as compared to industry standard in Attachment B, Cost Proposal.

	<p>i. The Contractor will provide a line for direct reimbursement of costs for incidental, third party deliverables including but not limited to: airtime, outdoor advertising, spokesperson compensation, sponsorships, promotional items, and printing and postage not produced by the State Print Shop.</p>
	<p>Bidder Response:</p>